Reviewer’s report

Title: Effectiveness of message framing on women's intention to perform cytomegalovirus prevention behaviors: A cross-sectional study

Version: 0 Date: 25 Apr 2017

Reviewer: William Rawlinson

Reviewer's report:

General

1. The US authors evaluated how message framing affected women's intention to perform (not actual performance) CMV prevention behaviour using online survey of 840 pregnant women. They showed intention to perform CMV preventive measures was dependent on preceding CMV knowledge (present in 15.5%), message credibility, perceived CMV severity, behavioural control and response efficacy. Approximately half to two thirds of respondents indicated they intended behaviour change following seeing the CMV fact sheet. This led the authors to suggest messaging around avoiding kissing on the lips and sharing as foci.

2. The authors have researched an important area, and provided good background for the potential researchers in this area. However, this is a particular population without any discussion of how the population differs from others.

Specific Comments

P4112 Women exposed in the second and third trimester can also have infected fetuses, and these may be affected by CMV.

P4113 CMV vaccines are available, they are either ineffective or unlicensed.

P4118 The Harrison 2015 reference is a good summary of the issues, but inappropriate here as it is a consensus paper

P719 The use of the structure regarding the questions is atypical for a research paper. It would be useful to integrate these more clearly into the text, as repetition of these in the results and discussion is not undertaken, making the paper harder to read.
P8l1 Here and elsewhere, the authors should justify why they chose this design?

P8l16 Does previous consent result in bias?

P15l8 How did the authors correct for number of comparisons performed?

P19l16 This is an important observation

Figures are excellent

Tables are too numerous - Table 3 could be in the text and tables 4/5 could be supplementary material.

**Are the methods appropriate and well described?**
If not, please specify what is required in your comments to the authors.

Yes

**Does the work include the necessary controls?**
If not, please specify which controls are required in your comments to the authors.

No

**Are the conclusions drawn adequately supported by the data shown?**
If not, please explain in your comments to the authors.

Yes

**Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?**
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I recommend additional statistical review

**Quality of written English**
Please indicate the quality of language in the manuscript:

Acceptable
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